

Service Definition - Startup Within (G-Cloud 15)

Supplier: Newfound Group Ltd

Service Name: Startup Within

Service Type: Cloud Support (Lot 3)

Website: <https://www.newfoundgroup.co.uk>

1. Service Summary

Startup Within is an embedded innovation and delivery support service for public sector organisations. We help teams identify high-impact problems, design user-centred services, prototype solutions rapidly, and support delivery to live using startup methods, modern technology, and evidence-led decision making. The service improves outcomes while building lasting internal capability.

2. Service Description

Startup Within enables public sector teams to behave like high-performing startups inside their own organisation. We embed experienced practitioners across service design, product management, delivery, technology, and data to support:

- Discovery of real user needs and systemic challenges
- Design of accessible, inclusive, end-to-end services
- Rapid prototyping to test ideas before significant investment
- Agile delivery approaches aligned with government standards
- Ethical and responsible exploration of AI and emerging technologies
- Capability building so organisations become more self-sufficient over time

Engagements can support all stages of the service lifecycle including Discovery, Alpha, Beta, Live improvement, transformation programmes, and organisational innovation initiatives.

Delivery is collaborative and transparent, working alongside client teams rather than operating as a detached supplier.

3. Intended Users

This service is suitable for:

- Central government departments and agencies
- Local authorities
- NHS organisations and integrated care systems
- Arm's length bodies and regulators
- Education bodies and research institutions
- Policy, digital, data, and transformation teams

Typical users include service owners, product managers, policy teams, digital teams, innovation leads, transformation leaders, and senior decision-makers.

4. Service Features

- User-centred discovery research identifying real needs, priorities, risks early
- Service design for accessible, inclusive, end-to-end public services
- Rapid prototyping and validation reducing delivery risk before major investment
- Agile delivery support embedding product, delivery, and engineering best practice
- Technical architecture advice aligned to GDS, DTAC, and standards
- AI and emerging technology exploration for ethical, responsible public deployment
- Data-informed decision-making using evidence, metrics, experimentation, and learning
- Capability building through coaching, training, and embedded multidisciplinary delivery
- Supplier selection support including requirements definition, evaluation, and assurance
- Programme setup including governance, roadmaps, prioritisation, and delivery structures

5. Service Benefits

- Reduces delivery risk through early validation, evidence, and iteration cycles

- Accelerates time-to-live for new services using rapid prototyping methods approaches
- Improves user outcomes by designing around real needs, accessibility principles
- Builds internal capability through coaching, mentoring, and embedded multidisciplinary teams
- Increases confidence in decisions using data, experimentation, and measurable evidence
- Reduces wasted spend by prioritising highest-impact opportunities before large investments
- Improves cross-team collaboration through shared goals, rituals, and transparent delivery
- Ensures alignment with GDS standards, compliance requirements, and best practice
- Strengthens stakeholder trust through clear communication, visibility, and demonstrable progress
- Enables faster procurement decisions with clearer requirements, options, and evaluations

6. Service Constraints

- Service is primarily delivered remotely using secure video conferencing and collaboration tools.
- On-site delivery is available by agreement, subject to location and reasonable travel costs.
- Delivery requires timely access to relevant stakeholders, users, and decision-makers.
- Some activities depend on buyer providing appropriate systems access and data permissions.
- Outcomes depend on organisational readiness and willingness to adopt recommendations.
- Work is scoped collaboratively and may require prioritisation where capacity is limited.

7. Support Arrangements

Standard support (included)

- Email-based support for queries, actions, and coordination
- Support available during UK business hours (09:00-17:30, Monday-Friday)
- Typical response within one working day for non-urgent queries
- Delivered by the consultant(s) actively working on the engagement

Enhanced support (optional)

Where buyers require more structured or responsive support, enhanced support can be agreed, which may include:

- Faster response times
- Named lead consultant for continuity
- Regular support check-ins or service reviews
- Use of shared tracking or ticketing tools
- Extended availability by agreement

Enhanced support is priced case-by-case and documented in the Statement of Work.

8. Accessibility

Support and collaboration are delivered using mainstream tools that align with WCAG 2.2 AA and EN 301 549 accessibility standards. Communication formats and approaches can be adapted to meet individual user needs where required.

Services are designed in line with inclusive design principles and public sector accessibility expectations.

9. Security and Data Protection

Newfound operates in line with public sector expectations for security and data protection.

- Staff screening aligned to BS7858:2019
- Prepared to support roles requiring government security clearance up to SC
- Confidentiality obligations apply to all staff and associates
- Access to client systems and data is granted on a least-privilege basis
- Data is handled in accordance with UK GDPR and client-specific policies
- We work within buyer governance frameworks for information assurance

Detailed security controls can be agreed and documented as part of onboarding.

10. Onboarding and Offboarding

Onboarding includes:

- Confirmation of scope and outcomes
- Agreement of delivery approach and governance
- Identification of key stakeholders and users
- Access arrangements for tools, systems, and information
- Security and compliance alignment with buyer requirements

Offboarding includes:

- Knowledge transfer and documentation
- Handover of artefacts, prototypes, and materials
- Revocation of system access
- Closure review and lessons learned

11. Pricing Overview

Pricing is flexible and depends on the engagement model agreed with the buyer.

Common approaches include:

- Day rates by role (for example service designer, product manager, technical architect)
- Fixed-price discovery or alpha phases
- Time-boxed delivery sprints
- Retained advisory support

All pricing is transparent and confirmed in advance within a Statement of Work.

Educational organisations may be eligible for discounted pricing by agreement.

12. Outcomes and Measures of Success

Typical outcomes supported by this service include:

- Clear understanding of user needs and problem space
- Validated service concepts and prototypes
- Reduced delivery risk and improved confidence
- Improved cross-team collaboration and delivery rhythm
- Stronger internal capability and ways of working
- Tangible progress toward live service delivery

Measures of success are agreed collaboratively at the start of each engagement.

13. Exit and Portability

There is no vendor lock-in. All work products, documentation, research findings, and artefacts created for the buyer are shared openly and can be retained by the buyer. We use common formats and tools to ensure portability and continuity.

14. Contact Details

Supplier: Newfound Group Ltd

Website: <https://www.newfoundgroup.co.uk>

Contact: Available via the Digital Marketplace or by agreement during engagement